



Talent Recruitment Campaign 2024

You Chamber has put together a comprehensive community talent recruitment campaign. Working with local partner organizations we are sponsoring, managing or coordinating the following programs. We encourage you to use these links to these whenever it is appropriate. They can be displayed on your company website, in email signatures, shared with staff or social media.

[Watch Muskegon 2.0](#)

This successful image campaign and been rebranded to recruit talent and residents to the area. A new attractive website highlights reason to live, work and play on the Muskegon Lakeshore. The campaign uses digital target marketing, social media, billboards, signage, and more. The new tag lines include "Find your home in Muskegon" or "Find your career in Muskegon".

[Livability](#)

The "Livability" magazine is a national online marketing program. The stories focus on community amenities, lifestyle, education, businesses, economic development. Local businesses can sponsor stories or ads. This media has been highly effective in helping employees choose Muskegon for professional positions.

["Make My Move"](#)

This is a national media platform that uses financial incentives to attract talent to the area. We have a lifestyle package valued at \$750 dollars of passes and tickets to recreation and cultural events in Muskegon. Individuals who meet the requirements apply for the incentives. Currently, the Community Foundation of Muskegon County has sponsored a special incentive of \$15,000 to attract teachers/educators. Contact us if you have career specific incentives.

[NOW HIRING](#)

"Now Hiring" is marketing designation on the chamber website. Chamber members who are hiring can request the bright red button "Now Hiring" to be placed on their directory listing.

[Muskegon Stars – Welcome!](#)

The popular Muskegon Stars program is now used to welcome new residents of the community. This fun and informative presentation highlights local activity such as outdoor recreation, arts, culture, history, entertainment, restaurants and more. The program closes with time for casual networking with refreshments. The price is \$25 per person. Corporate sponsorships are available.

[Muskegon In Focus](#)

Muskegon In Focus is a community leadership program offered once a year in partnership with Muskegon Community College. It is intended for new hires or new executives. It takes a deep dive into community assets and issues in 8 sessions. The agenda includes bus tours, facilities tours and presentations from dozens of community leaders. Space is limited so applicants must apply.